

Rep Order# 8875350 Ver# 3 Status Revised
EC'd Yes

Traffic Order#

Printed: 09/28/2012 12:36 PM
Last Received: 09/28/2012 12:35 PM
Showing Buylines: All Lines

SEP 28 2012

1 of 1

Station KTVX-TV SALT LAKE CITY
Advertiser () LOVE, MA
Product
Estimate# 928C04
Buyer Patricia Dome
Phone#
Fax#

Agency () SMART MEDIA GROUP
814 KING ST, SUITE 400
ALEXANDRIA, VA 22314
Agency C/P1/P2/E LOVE/ORDR/928C04
Flight Dates 09/28/2012 - 10/04/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () NILE NOYES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

--- CONTRACT COMMENT ---

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

PER THE AGENCY THIS ORDER IS BEING CANCELLED, MARKET WIDE.
CNCL IS \$7285, REV TTL IS \$0
PLS CK AND CNF
THANKS
NILE

---REPORT TOTALS---

Report Totals: 0 / \$0.00

---SALES MONTHLY TOTALS---

Sales Totals: 0 / \$0.00
Station Totals: 0 / \$0.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	50	CABL 0%	KAGZ 0%	KJZZ 0%	KPNZ 0%	KSL 30%
		KSTU 10%	KTVX 20% <td>KUCW 0%<td>KUPX 0%<td>KUTV 40%</td></td></td>	KUCW 0% <td>KUPX 0%<td>KUTV 40%</td></td>	KUPX 0% <td>KUTV 40%</td>	KUTV 40%
		NTVX 0%				

Books MAY12
Demos RA35+

1 of 3

Rep Firm
Sales Office () WASHINGTON
Salesperson () NILE NOYES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACTS ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	---	---	---	---	---	---	---	---	---
Rating: 1.4	1	M	11A-12P	VIEW	:30	\$150.00	10/01-10/01	1	1	1	\$150.00	
2	TU		11A-12P	VIEW	:30	\$150.00	10/02-10/02	1	1	1	\$150.00	
Rating: 1.4	3	W	11A-12P	VIEW	:30	\$150.00	10/03-10/03	1	1	1	\$150.00	
Rating: 1.4	4	M	2P-3P	ANDERSON COOPER	:30	\$100.00	10/01-10/01	1	1	1	\$100.00	
Rating: 1.4	5	W	2P-3P	ANDERSON COOPER	:30	\$100.00	10/03-10/03	1	1	1	\$100.00	
Rating: 1.4	6	TH	2P-3P	ANDERSON COOPER	:30	\$100.00	10/04-10/04	1	1	1	\$100.00	
Rating: 2.1	7	SU	10A-11A	THIS WEEK	:30	\$150.00	09/30-09/30	1	1	1	\$150.00	
Rating: 1.7	8	W	3P-4P	ELLEN	:30	\$250.00	10/03-10/03	1	1	1	\$250.00	
Rating: 3.0	9	SU	4P-430P	TALKING PICTURES	:30	\$150.00	09/30-09/30	1	1	1	\$150.00	

2 of 3

Rep Firm
Sales Office () WASHINGTON
Salesperson () NILE NOYES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
Rating: 1.4	10	M	7A-9A	GOOD MORNING AMERICA	:30	\$140.00	10/01-10/01	1	1	1	\$140.00	
Rating: 2.1	11	TU	5P-530P	NEWS AT 5P	:30	\$165.00	10/02-10/02	1	1	1	\$165.00	
Rating: 2.1	12	W	5P-530P	NEWS AT 5P	:30	\$165.00	10/03-10/03	1	1	1	\$165.00	
Rating: 2.1	13	TH	5P-530P	NEWS AT 5P	:30	\$165.00	10/04-10/04	1	1	1	\$165.00	
Rating: 1.6	14	F	6P-630P	NEWS AT 6P	:30	\$200.00	09/28-09/28	1	1	1	\$200.00	
Rating: 2.2	15	SA	5P-530P	NEWS AT 5P	:30	\$175.00	09/29-09/29	1	1	1	\$175.00	
Rating: 2.6	16	SU	5P-530P	NEWS AT 5P	:30	\$175.00	09/30-09/30	1	1	1	\$175.00	
Rating: 1.9	17	F	1035P-1105P	NIGHTLINE	:30	\$200.00	09/28-09/28	1	1	1	\$200.00	
Rating: 2.7	18	F	10P-1035P	NEWS	:30	\$400.00	09/28-09/28	1	1	1	\$400.00	
Rating: 2.7	19	M	10P-1035P	NEWS	:30	\$400.00	10/01-10/01	1	1	1	\$400.00	
Rating: 2.7	20	W	10P-1035P	NEWS	:30	\$400.00	10/03-10/03	1	1	1	\$400.00	

Station KTVX-TV SALT LAKE CITY Agency () SMART MEDIA GROUP Rep Firm () WASHINGTON
 Advertiser () LOVE, MIA 814 KING ST, SUITE 400 Sales Office () NILE NOYES
 Product ord ALEXANDRIA, VA 22314 Salesperson ()
 Estimate# 928C04 Agency C/P1/P2/E LOVE/ORDR/928C04 Salesperson Phone# 202-872-5880
 Buyer Patricia Dome Flight Dates 09/28/2012 - 10/04/2012 Salesperson FAX# 202-872-0263
 Phone# Hiatus Weeks
 Fax#

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
21	TH		10P-1035P	NEWS	:30	\$400.00	10/04-10/04	1	1	1	\$400.00	
Rating: 2.7												
22	SU		10P-1035P	NEWS	:30	\$500.00	09/30-09/30	1	1	1	\$500.00	
Rating: 2.7												
23	SA		5P-6P	LIVE DEBATE 9/29	:30	\$2,500.00	09/29-09/29	1	1	1	\$2,500.00	
Rating: 3.8												

---REPORT TOTALS---
 Report Totals: 23 / \$7,285.00

---SALES MONTHLY TOTALS---											
Sep 12:	9	/	\$4,450.00					Oct 12:	14	/	\$2,835.00
Sales Totals: 23 / \$7,285.00											
Station Totals: 23 / \$7,285.00											
Lines not sent/rcld/rtrn: 0 / \$0.00											
---COMPETITIVE---											
Market Totals				\$36,425							
			CABL	0%		KAZG	0%		KJZZ	0%	
			KSTU	10%		KTVX	20%		KUCW	0%	
			NTVX	0%							
									KPNZ	0%	
									KUPX	0%	
											KSL
											30%
											KUTV
											40%

Books MAY12
 Demos RA35+